ENTERPRISE ARCHITECTS, INC.

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ENTERPRISE ARCHITECTURE PLANNING
An Executive Briefing

WHAT'S HAPPENING

Ask any business person what they want from their IT function? **(A) Timely access to data in a useful format whenever and wherever needed, (B) flexible adaptable systems that respond to rapidly changing business conditions, (C) accurate and consistent data throughout every department, (D) seamless integration and data sharing across the enterprise, (E) dependable security and reliability, and (F) to have all this at a reasonable affordable cost.**

That is intuitively obvious, right? So why hasn't IT been able to deliver? Answer: the approaches typically used for planning and implementing systems and technology **CANNOT** achieve the mission stated above, no matter how much funding and technology is consumed!

The Executive Briefing reveals the root of the problem -- ineffective communication. The solution is to replace the conventional reactive narrow-focused systems development life-cycle with a new proactive enterprise-wide knowledge-management approach. No more playing the "telephone game" of passing user requirements and specifications from person to person.

Everyone knows that **quality means "better, faster, cheaper."** But in what order are these considered when making decisions for IT? Enterprise Architecture Planning begins with a new mission of quality to achieve (A) through (F) above. The magnitude of the benefits and improvements to the business from managing knowledge will be like the introduction of the assembly line to manufacturing a century ago. However, in the Executive Briefing, Dr. Spewak does not sugar-coat the challenge of changing the anti-quality beauracies and policies steming from generations of computing and communication technologies, buzzwords and fads, centralizations and decentralizations, methodologies and toolset products, facilities management and outsourcing, data warehouses and software packages, re-organizations and re-engineering, to name a few. The winners in the next millenium will be the businesses (and governments) that can adapt and the up-starts unbridled by conventional habits and fears.

Unfortunately, most IT organizations remain plagued by sharply rising budgets and a plethora of stovepipe systems and databases containing redundant, incompatible data. Despite increasing expenditures for technology, satisfaction and service levels remain low. One might say, to use an analogy, that IT isn't "healthy." For most individuals, an enormous **commitment** and change of life-style would be necessary get into the pink of good health, whether losing weight, quitting a bad habit, or competing in athletic events. The same goes for IT. Remember the adage "if we keep doing what we've been doing, we're going to get what we've already got." The blueprints and migration plan from **Enterprise Architecture Planning** are the **get-well prescription** for IT.
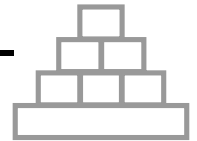
WHAT YOU WILL LEARN
AT THE EXECUTIVE BRIEFING

- Gaining commitment and keeping it
- Aligning business objectives and architectures
- How much time is needed to conduct EAP well
- Roles for leading, managing, & participating
- The source of creative innovative out-of-the-box ideas
- Phenomenal benefits outweigh cost constraints and risks
- The IT budget may be < 20% of the true cost of IT
- Who has been successful with EAP and why
- The big "secret" to flexibility and integration
- Coordinating EAP with other business initiatives
- 16 fundamental differences from conventional planning
- Focus on politics/culture & communication/personality
- Are you willing and ready to be successful

WHO SHOULD ATTEND

As the title implies, the **Executive Briefing** is aimed at the **CIO, steering committee, business executives, and systems architects** who want to understand why enormous potential returns from their IT investment haven't materialized, how to jump off the merry-go-round of building, rebuilding, and re-rebuilding systems, and what it takes to "do it right." The briefing can also serve as an introduction to EAP for project participants such as advisory/reference groups or members of a core team prior to the in-depth training.

FACULTY

Dr. Steven Spewak is a Founding Principal of Enterprise Architects, Inc. one of the few firms that coach, train, and facilitate EAP project teams for corporations and government agencies. His experience spans more than twenty-five years as a roll-up-the-sleeves hands-on consultant for enterprise architecture planning, information engineering, and data administration. His highly-rated seminars on EAP have been presented by DCI every year commencing in 1986. Dr. Spewak is the author of the acclaimed textbook *Enterprise Architecture Planning* published by John Wiley & Sons (more than 17,000 in print), and was the chief technical editor for the *Data Resource Management* journal and *Data Base Management* information service published by Auerbach.

Outline for the Executive Briefing

1. Current Report-Card for IT
2. Aligning Business Goals with Architectures
3. Fundamental Values and Quality Mission
4. The Zachman Framework
5. Phases of EAP and Sample Deliverables
6. EAP vs. Conventional Systems Planning
7. EAP vs. ISP (Information Engineering)
8. Principles for Knowledge Management
9. Criteria for Quality Architectures
10. Case Studies
11. Success Factors and Obstacles
12. Assessing Readiness and Getting Started
13. Discussing Your Questions and Issues